



## Advancing Domestic Violence Prevention in California:

*CPEDV's Plan for Prevention Advocacy, Leadership and  
Capacity-building | 2009-2013*

**California Partnership to End Domestic Violence**

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# Introduction

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*“Imagine living in a world where we can all be who we are, a world of peace and possibility...”*  
– bell hooks, *Feminism is for Everybody*

What will it take to end the pervasive problem of domestic violence in California? How can communities address the conditions that lead to abuse of power and control, and ensure that intimate partnerships in all families and communities are respectful, equitable and free from the trauma of violence? Building on generations of efforts to ask these questions and act on our best answers, and with the guidance of over 50 representatives from our member organizations and allied groups,<sup>1</sup> the California Partnership to End Domestic Violence (CPEDV) developed a plan to guide our efforts to advance domestic violence<sup>2</sup> prevention in California from 2009-2013 (CPEDV's Prevention Plan, or the Plan). The Plan is intended for use by CPEDV's Board and Staff, member organizations and allied groups, as well as policy-makers, funders, and other stakeholders in the prevention of domestic violence (DV).

CPEDV's vision is a California free from domestic violence. Our mission is to promote the collective voice of a diverse coalition of organizations and individuals, working to eliminate all forms of domestic violence. As an advocate for social change, we advance our mission by shaping public policy, increasing community awareness, and strengthening our members' capacity to work toward our common goal of advancing the safety and healing of victims, survivors and their families. Our overall DV prevention strategy is to promote respectful and equitable nonviolent relationships through individual-, relationship-, community-, and societal-level change.

California is one of the largest and most populous states in the US, and one of the world's most important and diverse centers of culture, media and business. Moreover, it is home to some of the most influential leaders and innovative organizations moving DV prevention forward. Building on California's rich assets and CPEDV's unique role as the state's DV Coalition, our Plan supports and aligns with the work of member organizations and local, state and national allied groups. Working in close collaboration with others, our goals are to:

1. Advocate for public policies and institutional practices to prevent DV and support respectful and equitable nonviolent relationships.
2. Build local and state capacity to collect and utilize data, evaluation, and research to support and sustain DV prevention.
3. Advocate for increased and sustained funding for local- and state-level DV prevention.
4. Strengthen CPEDV's capacity and leadership in state and national DV prevention work.
5. Increase the organizational capacity of member organizations and allied groups to plan, implement, evaluate and sustain DV prevention work.
6. Strengthen DV prevention advocates' competencies in implementing prevention programs and practices.

These goals focus our prevention work on advocacy, leadership and capacity-building to advance DV prevention in California. Our efforts will complement other work being implemented throughout the state, including the critical efforts of member organizations and allied groups working to prevent DV in specific populations, as well as the advocacy, leadership and capacity-building efforts of other organizations.

# Planning process

With support from the U.S. Centers for Disease Control and Prevention, CPEDV led a Prevention Consortium to develop this Plan between 2007–2009. The Consortium completed an extensive planning process, in which the following were considered: an assessment of needs and resources; the magnitude of DV in California; risk and protective factors correlated with DV; the capacity of the state’s prevention system; evidence-based prevention strategies; and the community and cultural contexts for DV prevention throughout the state. The Consortium informed the goals and outcomes, and then CPEDV crafted this Plan.

*“The magnitude of DV as a social equity and public health problem, the limited resources available to fund research, intervention, and prevention, and the potential for maximizing the effectiveness of prevention through collaborative leadership and teamwork provide the groundwork for promoting DV-public health partnerships.”*  
– Linda Chamberlain, Alaska Family Violence Prevention Project, 2008

## Guiding values

We are committed to advancing prevention in a manner that is integral to and integrated with CPEDV’s other work. In our evolving prevention work, we will combine the strengths and gains of our advocacy movements with partnerships with public health, education and other disciplines. Our work will be guided by values that reflect our collective anti-domestic violence movements:<sup>3</sup>

*“Our work is based on the understanding that battering and rape is a result of oppression and that ending violence requires social change and is personal and political.”* – National Resource Center on Domestic Violence, 2009

- **Meet organizations and communities where they are:** We recognize that there is a range among member organizations and allied groups in California with respect to funding and capacity for prevention. As such, we will be responsive to the differences in interests and needs among these agencies. Furthermore, we will honor and encourage responsiveness to community and cultural diversity.
- **Prevention and intervention go hand-in-hand:** While we recognize that prevention and intervention are distinct in many ways, we also know they are interrelated, and both work most effectively when done in tandem. Ultimately, when our community norms have shifted – such that DV is considered preventable and not inevitable, and instead of blaming those who have been targeted by violence, we hold the entire community responsible for preventing DV and supporting respectful and equitable nonviolent relationships – there will also be greater support for the safety and healing of DV victims/survivors and their families.
- **Social justice and social change:** Respectful and equitable nonviolent relationships cannot be developed or sustained without a supportive social environment. Therefore, we promote social justice to address the intersecting systems of oppression and inequality that underlie violence in relationships and society. We also promote comprehensive, deep and sustainable social change.

# Planning process

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- **Intergenerational movement building:** Preventing DV requires looking at our relationships and communities, as well as our movements, through multiple generations. Efforts to prevent future incidence of DV must also address the impact of violence that has already been perpetrated. Furthermore, everyone—from youth to elders—in our homes, schools, work places, and other community settings, plays a part in creating the community and societal conditions to support respectful and equitable nonviolent relationships.
- **Youth development and youth leadership:** Youth and young adults play particularly vital roles in DV prevention as active participants in the creation of their own health and well-being, and as the next generation of parents and community leaders.

*“There’s certain stuff adults can’t understand because they’re not living it. It’s important for young people to have a place they can talk about this stuff and have their issues and concerns addressed the way they’d like to see them be addressed.” – Maya Drexler, Youth Radio, 2009*

# Goals and outcomes: 2009-2013

Guided by our values and in close collaboration with member organizations and allied groups, we will achieve the following six interrelated goals. The examples of activities provided here are a representative list of some of the activities we will complete to achieve our goals. As we progress, we will engage in evaluation and continuous quality improvement practices, as well as develop a plan to sustain our efforts over time.

**Goal #1:** Advocate for public policies and institutional practices to prevent DV and support respectful and equitable nonviolent relationships.

**Goal rationale:** Public policies and institutional practices affect the broad conditions that shape DV. They can also help to influence environments such as schools and other youth-serving organizations to better support respectful and equitable nonviolent relationships.

## Examples of activities

- Conduct state-level advocacy for public policies and institutional practices to prevent DV.
- Convene member organizations and allied groups to share information about opportunities to advocate for changes in public policy and institutional practices at the local, state and national levels.

## Goal #1 Outcomes

- CPEDV staff will have greater capacity to advocate for local, state and national public policies and institutional practice to prevent DV.
- Member organizations and allied groups will have greater knowledge of opportunities to advocate for public policies and institutional practices to prevent DV at the local, state, and national levels.
- Member organizations, allied groups, policy-makers and funders will demonstrate greater support for public policies and institutional practices to prevent DV.

## Goal #1 Indicators of success

- Increased number of CPEDV public policy advocacy activities to prevent DV.
- Increased number of member organizations and allied groups reporting greater knowledge of opportunities to advocate for public policies and institutional practices to prevent DV.
- Increased number of member organizations, allied groups, funders, and policymakers participating in actions to support public policy and institutional practices to prevent DV.

**Goal #2:** Build local and state capacity to collect and utilize data, evaluation and research to support and sustain DV prevention.

**Goal rationale:** Knowledge is power. Data, evaluation and research are also power—in the form of information to assess and understand the impact of our prevention work and guide our ongoing efforts. Innovative methods of data collection can also help us “tell the story” of our work and strengthen our advocacy with policy-makers, funders and others.

## Examples of activities

- Collaborate with partners to collect, analyze and disseminate evaluations of local and state prevention activities and organizational capacity-building efforts.
- Develop and disseminate periodic DV prevention reports and other data to support and sustain DV prevention efforts.

## Goal #2 Outcomes

- CPEDV staff will have increased knowledge of existing and emerging data systems that can be leveraged for DV prevention efforts, as well as gaps in those systems.
- CPEDV will develop, collect and disseminate a greater number of DV prevention-related reports and other data to support DV prevention.
- Member organizations and allied groups will produce, disseminate, and utilize a greater number of evaluation reports and other program documentation.

# Goals and outcomes: 2009-2013

## Goal #2 Indicators of success

- Inventory and analysis of existing and emerging data systems that can be leveraged for DV prevention.
- Increased number of DV prevention-related reports and other data developed, collected or disseminated by CPEDV.
- Increased number of member organizations and allied groups producing, disseminating and utilizing evaluation reports and other program documentation.
- Increased number of evaluation reports and other program documentation produced by member organizations and allied groups.

**Goal #3:** Advocate for increased and sustained funding for local- and state-level DV prevention.

**Goal rationale:** Advancing DV prevention in California will require that we make the case that prevention is cost-effective, and mobilize greater investment of public and private resources in a manner that simultaneously moves our prevention and intervention work forward.

### Examples of activities

- Track and share funding opportunities that arise at the national, state and local levels with member organizations and allied groups.
- Disseminate information about opportunities to invest in DV prevention in California to public and private funding sources.

## Goal #3 Outcomes

- CPEDV staff will have greater capacity to advocate for resources to support local and state prevention efforts.
- CPEDV will increase tracking and sharing of information about funding resources to support DV prevention with member organizations and allied groups.
- Public and private funding sources will have greater access to information about opportunities to invest in DV prevention.

## Goal #3 Indicators of success

- Increased knowledge and skills to engage in resource advocacy for DV prevention reported by CPEDV staff.
- Increased number of member organizations and allied groups reporting knowledge and use of funding information from CPEDV.
- Increased number of contacts made with public and private funding sources about opportunities to invest in DV prevention in California.

**Goal #4:** Strengthen CPEDV's capacity and leadership in state and national prevention work.

**Goal rationale:** To achieve our goals, we must continue to build organizational capacity—including leadership, structures, processes and partnerships—to plan, implement, evaluate and sustain DV prevention work. By strengthening our prevention leadership at the state and national levels, we will fulfill an important aspect of our mission to promote the collective voice of a diverse coalition of organizations and individuals, working to eliminate all forms of DV.

### Examples of activities

- Develop a *Prevention Program Implementation, Evaluation and Sustainability Plan* with guidance from a statewide Prevention Consortium.
- Participate in a range of state and national prevention networks and coalitions.
- Develop and annually update a statewide coordination plan for primary prevention of DV, sexual violence (SV) and teen dating violence (TDV) with the California Department of Public Health (CDPH) and the California Coalition Against Sexual Assault (CALCASA).
- Explore opportunities to address DV through collaborations with California partners in the reproductive health field.

# Goals and outcomes: 2009-2013

## Goal #4 Outcomes

- CPEDV will achieve greater integration of prevention into its policies, practices and programs.
- CPEDV will be engaged in greater leadership, coordination and planning for DV prevention efforts at the state and national levels.

## Goal #4 Indicators of success

- Prevention is incorporated into CPEDV's organizational planning documents, including its *Strategic Plan* and *Resource Development Plan*.
- Increased number of state and national DV prevention networks and coalitions in which CPEDV participates and provides leadership.

**Goal #5:** Increase the organizational capacity of member organizations and allied groups to plan, implement, evaluate, and sustain DV prevention work.

**Goal rationale:** In order to achieve sustained community change, member organizations and allied groups must also continue to build their organizational capacity to plan, implement, evaluate and sustain DV prevention work.

### Examples of activities

- Produce and disseminate prevention training and technical assistance (TAT) materials and tools with and for member organizations and allied groups, and provide tailored technical assistance through in-person and web-based meetings, conference calls and email communications.
- Provide in-depth, customized TAT to support the 4 DELTA-funded Coordinated Community Response Teams in developing *Program Implementation, Evaluation and Sustainability Plans*.

## Goal #5 Outcomes

- Member organizations and allied groups will demonstrate greater organizational capacity to plan, implement, evaluate, and sustain DV prevention work.

## Goal #5 Indicator of success

- Increased number of member organizations and allied groups reporting greater organizational capacity to plan, implement, evaluate and sustain DV prevention work.

**Goal #6:** Strengthen DV prevention advocates' competencies in implementing prevention programs and practices.

**Goal rationale:** Member organizations and allied groups rely on the competency of prevention advocates – including their knowledge, attitudes, skills, beliefs and motivation—to educate, organize and advocate for sustained community change.

### Examples of activities

- Sponsor and co-sponsor prevention trainings, conferences and events with and for member organizations and allied groups.
- Maintain and expand our prevention listserv to connect individuals and organizations working to prevent DV to each other and to prevention information and resources.
- Collaborate with CALCASA to develop TAT materials on core SV and DV primary prevention competencies and disseminate to member organizations and allied groups.

## Goal #6 Outcomes

- DV prevention advocates will have greater knowledge of prevention activities happening throughout the state.
- DV prevention advocates will have a greater sense of engagement with a DV prevention peer network in California.

## Goal #6 Indicators of success

- Increased number of DV prevention advocates reporting increased knowledge of prevention activities.
- Increased number of DV prevention advocates participating in and sharing information through CPEDV-sponsored or co-sponsored prevention activities.

# Conclusion

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Given California's current economic and political landscape, CPEDV, our member organizations and allied partners face a time of considerable challenge. We also stand at an extraordinary moment of opportunity. This Plan is an ambitious yet realistic roadmap for CPEDV that will evolve with our learning and growth. Working in close collaboration with others, we will strengthen our advocacy for public policies, institutional practices and resources to prevent DV. We will also strengthen individual and organizational capacity to implement, evaluate, and sustain DV prevention work at the local and state levels, including the capacity to collect and utilize data, evaluation and research. Perhaps most importantly, CPEDV will strengthen our capacity and leadership to advance DV prevention. In fact, we have already completed the integration of prevention into our Strategic Plan for 2010-2013. And through our collective efforts, we will become a stronger, more engaged and mobilized network, working in concert to advance DV prevention in California. CPEDV will play a vital role in continuing to build and sustain a vibrant, intergenerational movement in California to prevent DV and support respectful and equitable nonviolent relationships in all our families and communities.

*“We move the movement when we ground ourselves in the core values and understanding about the root causes of domestic violence... When we are brave enough to have critical dialogues among ourselves and with others, outside our circles... When we share power and make room for new leadership... When we push past treading water and start to swim for shore... When we make room for diverse opinions, ideas, people, and history, to converge into a strong, powerful movement...” – Beckie Masaki, Asian Women’s Shelter, 2009*

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For more information about this Plan or CPEDV’s Prevention Program, visit **[www.cpedv.org](http://www.cpedv.org)** or contact Lisa Fujie Parks, Prevention Program Manager, at (800) 524-4765 or [lisa@cpedv.org](mailto:lisa@cpedv.org).

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# Endnotes

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- <sup>1</sup> The term allied groups refers to local, state and national organizations that CPEDV works with in some capacity, that are not official Coalition members.
- <sup>2</sup> The bulk of our efforts will focus on youth and young adult relationship abuse prevention. However, the term domestic violence is used throughout this Plan because it is currently the most recognized and utilized term among CPEDV's member organizations and allied groups. We are committed to using relevant and accessible language and will use terms such as youth relationship abuse and teen dating violence in our prevention work, as appropriate.
- <sup>3</sup> CPEDV has "Principles of Unity" that shape our work. The guiding values described in this Plan are informed by and in alignment with our "Principles of Unity" and help to further steer our prevention work.



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